

**It is Claimed**

1. A polymer comprising the reaction product of:
  - (A) an unsaturated carboxylic acid monomer;
  - (B) a monoethylenically unsaturated monomer different from monomer (A); and
  - (C) a macromonomer comprising a hydrophobic portion and an alkoxyated portion which is polymerizable with monomer (A) and monomer (B):characterized in that:
  - (i) the monoethylenically unsaturated monomer (B) comprises a methyl group; and
  - (ii) the polymer has a viscosity of at least 10,000 cP at a pH of less than about 6.0.
2. The polymer of claim 1 wherein the hydrophobic macromonomer is a urethane monomer comprising the reaction product of a monohydric surfactant and a monoethylenically unsaturated isocyanate.
3. The polymer of claim 1 wherein monomer (B) is an acrylate.
4. The polymer of claim 3 wherein monomer (B) is methyl acrylate.

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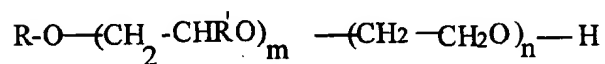
5. The polymer of claim 1 which comprises from about 20 to 80 weight percent of monomer (B) based on the total weight of the polymer.

6. The polymer of claim 1 wherein the unsaturated carboxylic acid monomer is selected from the group consisting of acrylic acid, methacrylic acid, crotonic acid itaconic acid and mixtures thereof.

7. The polymer of claim 1 which comprises from about 20 to 70 weight percent of monomer (A) based on the total weight of the polymer.

8. The polymer of claim 2 wherein the monohydric surfactant is an alkoxyated aliphatic alcohol or alkyl phenol.

9. The polymer of claim 8 in which said monohydric surfactant has the formula:



in which R is an alkyl group containing 6-30 carbon atoms or an alkaryl group containing 8-30 carbon atoms, R' is C1-C4 alkyl, n is an average number from about 6-150, and m is an average number of from 0-50 provided n is at least as great as m and  $n + m = 6-150$ .

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10. A polymer of claim 2 in which said monomer (C) is a urethane reaction product of said monohydric surfactant with alpha, alpha-dimethyl-m-isopropenyl benzyl isocyanate.

11. The polymer of claim 1 wherein the hydrophobic portion of the macromonomer is an aliphatic alcohol of a vegetable origin.

12. The polymer of claim 11 wherein the alcohol has from about 20 to 24 carbon atoms.

13. The polymer of claim 12 wherein the alcohol is behenyl alcohol.

14. The polymer of claim 1 which comprises from about 0.5 to 60 weight percent of monomer (C) based on the total weight of the polymer.

15. The polymer of claim 1 comprising from about 35 to 45 weight percent of monomer (A), from about 45 to 55 weight percent of monomer (B) and from about 5 to 15 weight percent of monomer (C) based on the total weight of the polymer.

16. A composition comprising the polymer of claim 1 and water.

17. The composition of claim 16 further comprising at least one personal care ingredient.

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18. The composition of claim 16 having a viscosity of at least 20,000 cP at a pH of less than about 6.0.